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ANALYSIS OF METHODS OF MARKET COMMUNICATION RESEARCH

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Business conditions - an important branch of economic science. It reproduces its dynamic direction, examines business processes in a constant change and development. Market research is an integral part of the economic program. Without them it is impossible to succeed, as the state of affairs determines a set of factors and conditions that influence the development of the market process. In market research, distinguish general economic, or economic, conjuncture and market conditions of individual markets. General economic situation characterizes the state of the whole market process of the national economy for one or another period. The market conditions of commodities are studying changes and fluctuations in the spheres of production and sales of certain types of goods. Functioning of the market, its expansion or reduction, demand and supply depend on the conditions that are formed on it, that is, from the conjuncture.

The research, formation, estimation and forecasting of the commodity market situation is an urgent task of every manufacturer if he is seriously adjusted to the commercial success of his business. The effectiveness of such work depends largely on the existing methodological tools and the ability to apply it in various circumstances. Based on these assumptions, we consider it expedient to conduct a detailed study of existing methods used in market research.

Modern economists propose different methodological approaches to the formation and assessment of market conditions. For example, in the works it is

recommended to pay special attention to the following areas of research:

- analysis of statistical information on the state of market conditions;
- analysis of the trade and political situation;
- analysis of existing restrictions on trade in the field of this product;
- determining the capacity of the market and its individual segments and studying its dynamics;
- studying the practice of competitors;
- Establishing and analyzing consumer requirements for the product;
- analysis of relations with consumers, customer behavior research;
- studying the conditions of sales and forecasting its volumes;
- Determine the effectiveness of marketing communications, in particular advertising activities.

In our opinion, it is evident that the recommendations of these economists are extremely broad and overly generalized. Their practical use is more suitable for marketing market research, and for the purposes of forming and assessing the market situation of a particular product, there may be significant complications.

The market situation study is based on a rather complicated methodological basis, which is a mixture of statistical, econometric, qualimetric and marketing methodological approaches. Research and analysis of literary sources in the field of market research allowed to form the main groups of methods of evaluation and formation of the situation and determine their qualitative characteristics (Table 1).

Table 1 - Qualitative description of existing methods of formation and estimation of market conditions

The essence of the method	Advantages of the methods	Disadvantages of the method
<i>Empirical methods</i>		
Based on the study and evaluation of the situation by collecting and processing statistical information on the status of the object of research	<ul style="list-style-type: none"> ➤ objectivity; ➤ a wide range of methods for obtaining information 	<ul style="list-style-type: none"> ➤ high complexity; ➤ significant time spent on information collection and processing;

		➤ significant costs
Expert methods		
Based on the study, analysis and generalization of the views of highly professional experts - experts in the subject of research	➤ a combination of experience and intuition; ➤ the possibility of obtaining a quantitative assessment; ➤ speed of the result	➤ direct dependence of the result from the competence of experts; ➤ high complexity; ➤ The need for high-level specialists
Economic and mathematical methods		
Based on the mathematical modeling of the research object in order to optimize the solutions and forecast the development	➤ scientific approach; ➤ high statistical reliability; ➤ formalization of information arrays	➤ high complexity; ➤ low flexibility; ➤ use in models only quantitative characteristics of the object

Existing methods for the formation and assessment of market conditions, presented in Table 1, are complex in nature and determine, as it seems to us, a certain direction of research. It should be noted that each of the methods being analyzed includes a certain classification toolkit content, which includes varieties of this method, the use of which in different cases has its intended purpose. The classification of research methods, the formation and evaluation of market conditions, formed by the author on the basis of analysis of various primary sources, a detailed analysis of which is given in the report.

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